What is claimed is:

1. A method of making a retroreflective material, consisting essentially of:
providing a conformable base sheet comprising a plurality of protrusions on a major surface and an opposing surface;
providing an enclosed-lens retroreflective sheeting having a viewing surface and an opposing surface; and
bonding the opposing surface of the retroreflective sheeting to the major surface of the base sheet.

2. The method of claim 1, wherein the protrusions have a top surface that define a plane.

3. The method of claim 1, wherein the protrusions project from and are integral with the base sheet.

4. The method of claim 1, wherein the enclosed-lens retroreflective sheeting has an initial length before bonding, and an length after bonding no more than 10% greater than its initial length.

5. The method of claim 1, wherein an adhesive layer is provided on the opposing surface of the enclosed lens sheet.

6. The method of claim 5, wherein the adhesive is a pressure sensitive adhesive.

7. The method of claim 5, wherein the adhesive is a heat activated adhesive.

8. The method of claim 1, wherein the enclosed-lens sheeting is laminated to the base sheet.

9. The method of claim 1, wherein the enclosed-lens retroreflective sheeting is provided in a gathered configuration comprising a plurality of cavities.

10. The method of claim 9, wherein the gathered configuration comprises a plurality of cavities corresponding to the protrusions on the base sheet.

11. The method of claim 1, wherein the base sheet and enclosed-lens retroreflective sheeting are bonded in a continuous process.

12. The method of claim 1, wherein an adhesive is applied to at least the major surface of the base sheet, the opposing surface of the enclosed-lens retroreflective sheeting, or combination thereof.

13. The method of claim 12, wherein the adhesive is applied during a continuous process.

14. The method of claim 1, wherein the base sheet comprises a substantially non-crosslinked elastomer precursor.

15. The method of claim 14, wherein the elastomer precursor is selected from the group comprising acrylonitrile-butadiene polymers, neoprene, polyacrylates, natural rubber, and styrene-butadiene polymers.

16. The method of claim 1, wherein the base sheet comprises a thermoplastic material.

17. The method of claim 16, wherein the major surface of the base sheet is heated to soften the surface of the base sheet prior to or during bonding.

18. The method of claim 1, wherein the enclosed-lens sheeting comprises a cube-corner based retroreflective sheeting.

19. The method of claim 1, wherein the enclosed-lens sheeting comprises a microsphere-based retroreflective sheeting.

20. A retroreflective article prepared from the method of claim 1.

21. A pavement marking material prepared from the method of claim 1.

22. The pavement marking material of claim 21 wherein the coefficient of retroreflected luminance is at least about 200 mcd/m^2/lux, according to ASTM D 4061-95 for an entrance angle of 89.7° and an observation angle of 0.25°, with incident light from any direction.

23. A pavement marking tape prepared from the method of claim 1, further comprising a pressure sensitive adhesive disposed on the opposing surface of the base sheet.

24. A roadway comprising the pavement marking material of claim 23.